



State of New Jersey
DEPARTMENT OF HEALTH
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PHILIP D. MURPHY
Governor

SHEILA Y. OLIVER
Lt. Governor

SHEREEF M. ELNAHAL, MD, MBA
Commissioner

November 1, 2018

Dear Healthcare Providers:

I need your help in promoting healthcare insurance enrollment in New Jersey.

Too many people in New Jersey remain uninsured or underinsured and are forced to choose between a doctor's visit for their child or a bag of groceries. This is unacceptable, so I implore you to join me and the Murphy administration in changing that.

Governor Phil Murphy this week announced the launch of *Get Covered New Jersey*, GetCovered.NJ.gov, a state public awareness campaign to promote the Affordable Care Act's 2019 open enrollment period, which runs from November 1 through December 15.

Get Covered New Jersey is the first coordinated health coverage public awareness campaign conducted by the State of New Jersey since the implementation of the Affordable Care Act (ACA). The program will promote health coverage options available to residents through the ACA marketplace and in the individual insurance market during Open Enrollment, as well as through the state's NJFamilyCare program year-round.

As a doctor, I have seen first-hand the difference health coverage can make in determining people's health outcomes. Governor Murphy's commitment to increasing the number of people with health insurance will certainly result in a stronger and healthier New Jersey, and the Department of Health is committed to doing everything it can to educate people about the need to be insured.

On January 21, 2018, Governor Murphy signed Executive Order Number 4, directing that all State entities that regularly interact with the public provide information regarding the ACA marketplace and ways to enroll. The *Get Covered New Jersey* public awareness campaign is an extension of this effort.

The *Get Covered New Jersey* campaign builds on the policy actions taken by the state to defend the ACA and ensure that residents have access to health coverage and care. The Governor signed a law that requires residents to have health coverage or pay a penalty, unless they qualify for an exemption. It takes effect January 1, 2019.

As part of the public awareness campaign, the state is launching a website, GetCovered.NJ.gov, which will serve as a portal for individuals seeking health coverage. The site will include information about plan options, as well as contact information for navigators and enrollment assisters who can help residents access coverage.

Departments and agencies that regularly interact with the public will also disseminate materials and educate residents on health coverage options and the availability of financial assistance. Materials useful to community organizations, public and nonprofit agencies and grassroots organizations in enrollment outreach will also be available on the *Get Covered New Jersey* website, which will be promoted by all state agencies and departments.

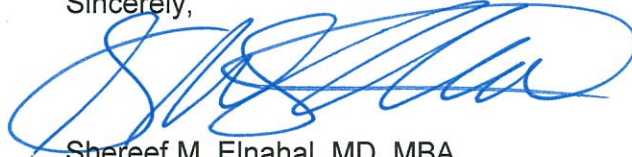
I would appreciate it very much if you could please post this information on your websites, print and display the posters, and, most importantly, urge your patients and clients to get coverage.

President Trump's administration cut the open enrollment period in half, from three months in 2016 to six weeks, in 2017 and 2018. It cut the advertising budget for the Affordable Care Act enrollment period by 90 percent, from \$100 million in 2016 to \$10 million in 2017 and in 2018 and has cut funding for navigators by 79 percent since 2016, resulting in New Jersey receiving over \$1.5 million less to conduct outreach for 2018.

That's why I'm asking front-line doctors, providers, nurses, clinicians, counselors and as many people as I can in the primary and behavioral healthcare community to advise and help their clients to get coverage. We want to ensure residents don't miss the six-week window to enroll, that they get the financial assistance they are due, and that they know where to go to if they need help along the way.

Thank you for your time and dedication.

Sincerely,



Shereef M. Elnahal, MD, MBA
Commissioner